CANADEXPORT

Volume 23 > Number 14

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Canadian companies gear up for tsunami rebuilding effort

As the emergency relief effort following the December 26, 2004, Indian Ocean tsunami winds down, national authorities in Indonesia, Sri Lanka and other affected countries are finalizing their longer-term reconstruction plans, and the Canadian private sector is gearing up to help rebuild.

Indonesia, Sri Lanka, the Maldives and India have received commitments of over $12 billion from the international community to help rebuild their fisheries, transport, water, communications and social infrastructure, as well as resettle the hundreds of thousands of people who lost their homes. Given their expertise, Canadian engineers, environmental consultants and water and sanitation firms are well-positioned to help these countries rebuild or, in the words of UN Special Envoy Bill Clinton, "build back better" their public service infrastructure in affected communities.

Local boat builders replace lost fishing boats in Banda Aceh, Indonesia.

see page 3 - Tsunami rebuilding effort

Major energy expo coming up in Athens

Athens, Greece, October 5-8, 2005 > The **Energia International Expo 2005** is a major international exhibition and forum on energy products, technologies and processes. This four-day show will bring together national and international energy companies and organizations, specialist manufacturers and construction firms, research institutes, energy consultants and financial institutions with interests in the energy sector. The exhibition is expected to draw thousands of visitors, particularly from South East Europe, the Black Sea and Caspian region and the Middle East-North Africa region.

Major projects covering all energy sectors are under way in a new South East Europe energy market involving electricity and gas networks that are currently under development, with active support from the EU. Known as the Energy Community of South East Europe (ECSEE), participant countries include Greece, Albania, Austria, Bosnia and Herzegovina, Bulgaria, Croatia, FYROM, Italy, Romania, Serbia and Montenegro, Slovenia and Turkey. Greece is responsible for the coordination of the market.

Energia 2005 will focus on developments in this South East Europe market, where investments on major energy products over the next five years are estimated to exceed $58 billion. It will cover a large variety of products, technologies and processes spanning the entire energy sector. Exhibition categories include:

- oil & gas
- electricity
- coal and clean technologies
- transport
- sustainable energy systems
- energy conservation

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International Trade Canada | Commerce international Canada

Canada

2007-01825/

Canada and the Bahamas sign ICT agreement

The Bahamas is in the fast lane towards a digital economy and Canada is paving the way forward. On July 25, Consulting and Audit Canada (CAC) and the Bahamas Ministry of Finance signed an agreement in Ottawa for the provision of consultancy services to support the Bahamian government's e-government strategy, a project worth $1.4 million.

This e-government strategy will provide Bahamians with more convenient access to government information and services, transforming their society into one that is knowledge-driven.

Besides the Bahamas, CAC is also collaborating with International Trade Canada and Industry Canada to bridge the digital divide through e-government initiatives in Trinidad and Tobago and Jamaica. Connecting the Caribbean showcases Canada's expertise and global competitiveness, and creates significant downstream opportunities for Canadian companies in the ICT sector. The Bahamas agreement demonstrates how Canada is at the forefront of cutting-edge e-initiatives.

For more information, contact Fabian Stewart, Canadian High Commission in Jamaica, e-mail: fabian.stewart@international.gc.ca.

From left (sitting): CAC International Services Director Mark Lusignan; CAC Acting CEO Louis Vadeboncoeur; Bahamas Finance Ministry Financial Secretary Ruth Millar; Bahamas Finance Ministry Legal Advisor Rowena Bethel; (standing) CAC International Services Consultant Ram Narayan; and Bahamian High Commissioner to Canada Philip P. Smith.

2005 Canada Export Awards: last chance to apply!

Time is running out to apply for the 2005 Canada Export Awards. If you work for an innovative company or know remarkable exporters that should be acknowledged for their expertise, take this opportunity to highlight their success. It's easy to do; just complete the application or nomination form available on the Canada Export Awards Web site. The application deadline is **September 19, 2005**.

Each year, the Awards honour Canadian companies for successfully expanding their businesses beyond Canada's borders. This year's winners will be invited to celebrate at the Canada Export Awards ceremony this fall.

To apply, nominate or for more information, go to www.infoexport.gc.ca/awards-prix or contact Canada Export Awards, e-mail: cea-peec@international.gc.ca.

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Reconstruction efforts – from page 1

To support the efforts of the Canadian private sector, International Trade Canada (ITCan) led a mission to Indonesia and Sri Lanka in early June to assess the potential for Canadian business involvement in the reconstruction process. The mission met with key decision makers from the governments of Indonesia and Sri Lanka, as well as with officials from the multilateral development banks, UN agencies and non-governmental organizations in Jakarta, Banda Aceh and Colombo involved in funding and implementing the rebuilding programs.

Thanks to overwhelming support from the Canadian public and the Canadian International Development Agency (CIDA), Canadian non-governmental organizations have raised close to $500 million for their programs in affected countries. For many, this will involve entry into new areas of work, such as construction and infrastructure rehabilitation, where the Canadian private sector can assist. The "Partnerships in Reconstruction" conference held on June 22 in Montreal was an opportunity for the Canadian private sector and international and non-governmental organizations to explore innovative ways of working together in the rebuilding of affected communities.

ITCan has developed a Web site (www.itcan-cican.gc.ca/tsunami/tsunami-response-en.asp) where Canadian companies can access information on reconstruction needs and strategies, international and non-governmental organization programs and market reports stemming from assessment missions.

For more information on Sri Lanka and the Maldives, contact Sanjeeva Sellahewa, Trade Commissioner, Canadian High Commission in Sri Lanka, tel: (011-94-11) 522-6232, e-mail: sanjeeva.sellahewa@international.gc.ca. For more on Indonesia, contact Nicolas Lepage, Trade Commissioner, Canadian Embassy in Indonesia, tel: (011-62-21) 2550-7800, e-mail: nicolas.lepage@international.gc.ca.

APEC trade ministers meet in Korea

Jeju, Korea > The Asia-Pacific Economic Cooperation (APEC) trade ministers gathered on June 2 and 3 in Jeju, Korea, for the annual meeting of Ministers Responsible for Trade. It brought Canada together with key partners such as China, Indonesia, Japan, Korea, Mexico and the United States. The discussions held at this meeting will continue at the upcoming APEC Summit on November 18 and 19.

The APEC ministers released a statement on WTO issues which helped resolve one of the key barriers to progress in WTO services sector negotiations by endorsing the "Swiss formula" for tariff reduction on non-agricultural goods. The Swiss formula reduces high tariffs at a faster pace than low tariffs. Success in the WTO's Doha Round of negotiations would bring huge benefits for Canadian exporters, given that all of Canada's significant trading partners are WTO members.

The ministers agreed on an APEC Anti-Counterfeiting and Piracy Initiative to help combat patent and copyright infringement in the Asia-Pacific region—a major concern for Canadian businesses. The initiative includes measures to strengthen contacts among enforcement agencies in the region, and training on enforcement and public awareness.

In order to help its members reduce transaction costs in areas like customs and e-commerce, APEC agreed on Canadian recommendations to improve trade facilitation development assistance in Asia-Pacific. These include doing more work on consultations with stakeholders and other government agencies, and on trade facilitation issues that affect small and medium-sized enterprises and businesses owned by women.

Ministers also agreed on a list of core elements that should be part of trade facilitation chapters in free trade agreements in the region. These include transparency and advance rulings, which will make exporting to APEC members more predictable. As a follow-up activity, APEC will begin to develop possible model measures in these areas.

A regulatory reform checklist was endorsed to help APEC governments evaluate their regulatory reform efforts and compare them with international best practices. It incorporates key elements such as transparency, accountability, coordination and political engagement, all of which are necessary for a regulatory reform process to succeed.

As a founding member of APEC, Canada has been involved in the organization since its creation in 1989.

For more information on Canada's work in APEC, go to www.apec.gc.ca.

Virtual Trade Commissioner personalized page

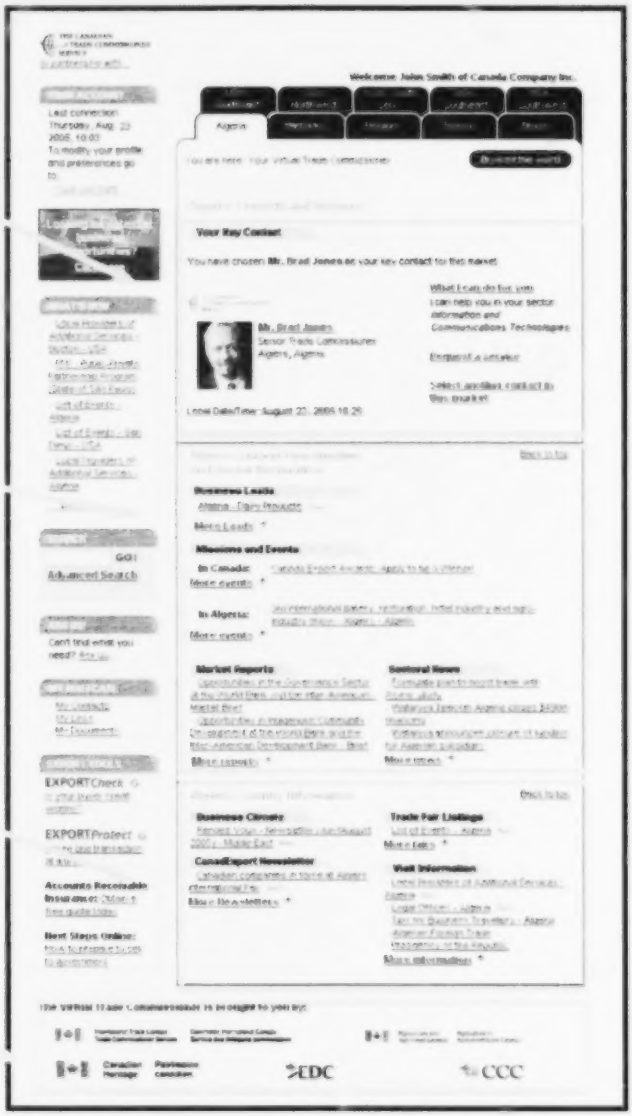
Are you a Canadian exporter or Canadian company that is export-ready? Have you researched and selected your target markets? Are you spending hours sifting through mountains of Web sites searching for good market information? If you have answered "yes" to these questions, register as a client of the Canadian Trade Commissioner Service and receive a Virtual Trade Commissioner. Here is a sample:

The Virtual Trade Commissioner displays photos, contact information and biographies for the trade commissioners responsible for your selected industry sectors and markets. It also makes it easy for you to request services on-line from over 800 trade commissioners abroad.

The Current Opportunities and Sector Information section delivers a listing of qualified business leads, upcoming missions and events, and market reports and news. Navigate between your selected markets by clicking on the tabs at the top of your page.

Find market facts and advice on doing business in your target market. You can also find listings of trade fairs and relevant information to help you plan a visit to your target market.

International Trade Canada is proud to be partnering with Agriculture and Agri-Food Canada, the Canadian Commercial Corporation, Canadian Heritage and Export Development Canada to bring you the Virtual Trade Commissioner. Discover today the various services offered by our partners!



For more information on the Canadian Trade Commissioner Service and to receive a personalized Virtual Trade Commissioner, visit:

www.infoexport.gc.ca

Canadian agri-food products in Venezuela

Canadian agri-food exports to Venezuela reached $212.5 million in 2004, making it the largest importer of Canadian agri-food products in South America. Consumer demand in Venezuela continues to grow, and with it the need for imports. Fortunately for Venezuela—a significant oil producer—sky-high oil prices provide the necessary income to purchase these goods.

Canadian exporters interested in the Venezuelan market will find opportunities in two main areas:

1. Commodity agri-food products: specifically targeting consumers with lower purchasing power. Sales in this area will most likely be made through supermarket chains or government procurement agencies supplying subsidized basic foodstuffs through the national, government-run Mercal chain.

2. Processed food products: targeting consumers with medium to high purchasing power. Although in the minority, this group represents a lucrative market given strong purchasing volume and demand for high-value food products not produced locally. Sales in this area will most likely be made through supermarket chains, delicatessens, franchisers and the hospitality industry.

The following food product categories offer the best potential to Canadian exporters:

- cereals, pulses and dry beans and seeds;
- fresh, frozen, bottled and canned vegetables (beans, carrots, salads, mushrooms, sweet corn, etc.) and fruits;
- canned, frozen and salted fish products (sardines, tuna, cod, seafood, etc.);
- dairy products (cheese, butter, processed and powdered milk, etc.);
- confectionery and snacks (chocolates, candies, corn and wheat crackers, cookies, biscuits, nuts, etc.);
- canned and bottled beverages (juices, soft drinks and energy drinks);
- other foodstuffs (preserves, marmalades, honey, spices, pickles, spreads, sauces, soups, etc.); and
- animal feed and pet foods.

A reliable local agent or partner will greatly facilitate your entry into this promising market, promoting and taking care of your interests. Such Venezuelan partners can provide essential insight into Venezuelan business and official practices, market characteristics and strategies, as well as legal, financial and import procedures. They also maintain official connections at key levels in order to have access to foreign currency and import permits and licenses.

For more detailed information on this market, consult International Trade Canada's agri-food sector profile available at: www.infoexport.gc.ca/ve. For assistance from the Canadian Trade Commissioner Service in Venezuela, contact David Ramirez, e-mail: crcas-td@international.gc.ca.

CME Annual Conference and Trade Show fast approaching

Toronto, Ontario, October 30-November 1, 2005 > The Canadian Manufacturers & Exporters Annual Conference and Trade Show is just around the corner. Join more than 1,500 manufacturers and exporters from across Canada, the U.S., Mexico and other countries for this free event, where participants will hear from key North American leaders and learn about new and innovative strategies to compete globally. The conference will focus on North American competitiveness and this year's theme is "Made in Canada: Ca dian Vision - Global Excellence." Pre-registration is required and can be completed on-line.

Conference highlights will include the presentation of the Canadian Innovation Awards at a gala dinner. Kicking off the event will be a keynote presentation from Toronto Argonauts Head Coach Michael "Pin Ball" Clemons on leadership and developing a winning strategy. Canadian ambassador to the U.S. Frank McKenna, Goldman Sachs Vice Chairman Kenneth Courtis, Industry Minister David Emerson and former Deputy Prime Minister John Manley will also share their insights on the future of North America. Canada's best will be featured during a presentation of the Canadian Awards for International Cooperation, while Edward L. Greenspan will discuss Corporate Governance.

For more information and to register, go to www.cme-mec.ca or contact Lori Stone, Manager, Special Events, Canadian Manufacturers & Exporters, tel.: (613) 238-8888, ext. 225, e-mail: lori.stone@cme-mec.ca.

Canada livestock mission heads to China in November

Shandong Province, China > The Canadian Trade Commissioner Service in Beijing is inviting Canadian companies in the dairy, swine and animal feed sectors to participate in a livestock business mission to China and the 2005 **China Animal Husbandry Industry Trade Fair**, to be held from November 6 to 8, 2005, in the coastal city of Qingdao. Approximately 1,000 leading Chinese companies will attend the fair, representing the fields of dairy, swine breeding, animal feed and additives. It will provide a key platform to enhance information exchanges and networking opportunities between Chinese and foreign companies.

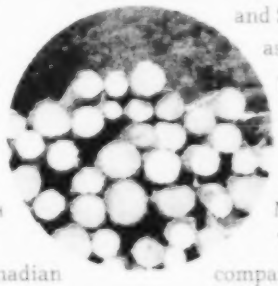
Plans are already under way to establish a Canadian pavilion at the show. Canadian participants will also have the chance to maximize their presence in Qingdao by participating in a "Canada Day" event on November 7. Run in conjunction with the trade fair, "Canada Day" will provide a specific Canada-China focus to highlight the commercial opportunities in the Chinese animal husbandry market and to matchmake Canadian companies with Chinese buyers. A side program in Shandong Province will also be available prior to the start of the show.

The business mission itself will start in Jinan, the capital city of Shandong, which boasts a rich agricultural sector. The purpose of the mission will be to discuss partnering possibilities and Canadian supply capabilities to meet China's growing needs in the dairy, swine and animal feed products and technologies sectors. Canadian companies will be able to meet with local Chinese senior officials and industry decision makers in order to gain an understanding of the opportunities for the Canadian livestock industry in the province. It will be a one-week program, also in early November. For interested participants, a third stop is being offered to Ulan Bator, the capital of Mongolia.

For more information, contact Wang Pei, Trade Commissioner, Canadian Embassy in China, tel.: (011-86-10) 6532-3536, ext. 3360, fax: (011-86-10) 6532-4072, e-mail: pei.wang@international.gc.ca. Trade fair Web site: www.caaa.com.cn.

A Canadian forest industries showcase in New Zealand

Rotorua, New Zealand, March 9-11, 2006 > Canadian Export Development Inc., in cooperation with the Canadian Consulate and Trade Office in Auckland, New Zealand, is organizing a Canadian pavilion for the **Forest Industries 2006** (FI 2006) International Exhibition and Conference. FI 2006 is Australasia's largest and most innovative forest industry exhibition. It will be combined with an international conference on March 8, followed by a three-day international exhibition and an in-forest harvesting equipment demonstration.



Canadian companies will have the chance to display their products and services under one umbrella as they pursue business opportunities in the forest industry in both New Zealand and Australia. The Canadian Consulate and Trade Office in Auckland will invite key decision makers and buyers from both countries to visit the pavilion. Canadian suppliers of forestry harvesting, saw milling and value-added wood processing machinery, material handling systems and ancillary equipment or services who are interested in the Australia and New Zealand export markets should consider exhibiting at FI 2006.

New Zealand is among the world leaders in plantation forestry. Although small and isolated, it is poised to make a considerable impact on forestry internationally. Within the next five years, the annual cut will rise to 30 million cubic metres and, in 10 to 15 years, New Zealand's radiata pine forests could be producing as much timber annually as some of the major players such as Canada, Finland and Sweden. New Zealand's growing reputation as an environmentally sound manager of plantation forests and an innovative producer of quality wood products will bring a captive audience of international buyers from Australia, Chile, China, Indonesia, Malaysia and the Pacific Islands (U.S.).

To ensure the success of Canadian companies, the Canadian Consulate in Auckland will provide a value-added business program that will include the following pre-show services:

- preliminary partnering research
- market and visit information
- lists of specific key contacts

For more information, contact Robert Grison, Director of Operations, Canadian Export Development Inc., tel.: (613) 825-9916, e-mail: cced@sympatico.ca, Web site: www.forestevents.co.nz.

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- energy in the building sector
- environmental protection systems
- emission trading and CO_2 sequestration
- energy storage (electricity, heat, cooling)
- energy regulation and policies
- banking and energy finance

The Business Forum on Energy Technologies will take place alongside the exhibition and at the same location, and will give companies a chance to present their latest products and technologies over three days of sessions, providing an ideal opportunity to interact with prospective buyers.

For more information, contact: Konstantinos Katsigiannis, President, Canadian-Hellenic Chamber of Commerce, tel.: (011-30) 210-364-1816, fax: (011-30) 210-364-1306, e-mail: konstantinos.katsigiannis@chcc.gr, Web site: http://expo2005.energia.gr.

For more on Greece's energy and environment sectors, visit the Web site of the Canadian Embassy in Greece at: www.infoexport.gc.ca/ie-en/Office.jsp?oid=86.

Gear up for Energy 2005 in Istanbul

Istanbul, Turkey, September 29-October 2, 2005 > Energy 2005, the 8th International Energy Conference and Trade Show, is Turkey's largest energy event, bringing together all energy-related sectors, including equipment and services for power plant construction, power transmission and distribution, renewable energy, oil and gas exploration, production and transmission, pollution control and nuclear power generation.

The trade show and conference will draw exhibitors and visitors from leading Turkish and international companies, as well as government officials from Turkey and neighbouring countries. The Canadian Embassy in Turkey has reserved a booth at the show and encourages Canadian power and energy firms to participate, either with Embassy or in their own booth.

Turkey's energy sector

Turkey is a land bridge for the distribution of oil and gas from the Caspian and Central Asian regions to world markets. Increased demand for electric power, spurred by population expansion and economic growth, forces Turkey to import electricity in order to meet domestic demand. Annual electricity consumption has increased by 8-10% and this trend is expected to continue.

This energy deficit has prompted the Turkish government to develop its power producing capacity from a variety of sources in order to provide a continuous, high-quality and reliable electricity supply. The liberalization of the electricity market and the privatization of electricity generation and distribution, as well as domestic gas distribution, offers numerous opportunities for foreign goods and services suppliers and investors. Turkey plans to install significant additional capacity by 2020, much of which may be on a private sector basis, and is offering foreign investment incentives to make this a reality.

Opportunities for Canadian firms

The expansion of domestic oil and gas distribution systems makes Turkey a growth market for pipeline equipment and services, including engineering, construction and rehabilitation. Other areas of opportunity include:

- coal production, washing and briquette production and clean burning technologies;
- renewable energy resource development (geothermal, wind, solar and biomass);
- nuclear power capacity development; and
- upgrades of Turkey's coal-powered, hydro and natural gas power plants.

Join the Canadian booth at Energy 2005!

Energy 2005 is an ideal event for Canadian companies seeking to investigate these opportunities and to promote their goods and services in the Turkish market, as well as in neighbouring markets where Turkish contractors are active. The Canadian Embassy in Turkey will be organizing a special networking event at Energy 2005, with separate one-on-one meetings for interested participants.

For more information, visit the Energy 2005 Web site at: www.itf-energy.com or contact Suzanne Drisdelle, tel.: (011-90-312) 409-2778, or Akin Kosetorunu, tel.: (011-90-312) 409-2754, Canadian Embassy in Turkey, e-mail: ankra-td@international.gc.ca. In Ottawa, contact David Clendenning, International Trade Canada, tel.: (613) 996-4484, e-mail: david.clendenning@international.gc.ca.

TRADE EVENTS

Havana, Cuba
October 31-November 5, 2005
Participate in the Canada food pavilion at the 23rd **Havana International Fair**, an opportunity to penetrate the multi-million dollar Cuban market, launch new products and meet foreign buyers and suppliers.
Contact: Judith Gaw, Agriculture and AgriFood Canada, tel.: (613) 759-7722, e-mail: gawj@agr.gc.ca.
Web site: www.atn-riae.agr.ca/fihav

Shanghai, China
November 15-17, 2005
FHC 2005 (Food and Hotel China) will feature exhibits of wine and spirits, confectionery and baked goods, as well as the dynamic hospitality and retail tech sectors.
Contact: Dora Wang, Canadian Consulate General in Shanghai, tel.: (011-86-21) 6279-8400, e-mail: dora.wang@international.gc.ca, or Blair Gowan, Agriculture and Agri-Food Canada, tel.: (613) 759-7524, e-mail: gowanb@agr.gc.ca.
Web site: www.ats.agr.ca/events/3996_e.htm

Phoenix, Arizona (U.S.)
September 30-October 1, 2005
A key industry trade show, the **Indian Arts and Crafts Association Fall Wholesale Market** brings together qualified buyers and sellers of all types of North American Aboriginal arts and crafts.
Contact: Jennifer Price, Trade Commissioner, Canadian Consulate General in Los Angeles, e-mail: cal.info@international.gc.ca.
Web site: www.iaca.com

Frankfurt, Germany
October 19-23, 2005
Book your spot at the **Frankfurt Book Fair**, the global publishing community's most important autumn event, featuring exhibitions, seminars, and key networking and sales opportunities.
Contact: Astrid Holzamer, Cultural Attaché, Canadian Embassy in Germany, e-mail: brlin-pa@international.gc.ca.
Web site: www.frankfurt-book-fair.com

Newcastle Gateshead, United Kingdom
October 26-30, 2005
As the world's largest music exhibition and trade fair showcasing exclusively world, roots, folk, ethnic, traditional, local, and diaspora music, **WOMEX** attracted more than 2,000 participants last year.
Contact: Michel Coté, Trade Commissioner, Canadian High Commission in the United Kingdom, e-mail: ldn-td@international.gc.ca.
Web site: www.womex.com

New York, New York (U.S.)
October 27-30, 2005
Showcase your creativity at the **AAF Contemporary Art Fair**, where original and limited edition works are priced from $100 - $10,000. The fair also features a series of lectures and workshops.
Contact: Jeffrey Crossman, Trade Commissioner, Canadian Consulate General in New York, e-mail: cngny-td@international.gc.ca.
Web site: www.aafnyc.com

Chicago, Illinois (U.S.)
October 28-30, 2005
Regarded by many as one of North America's most prestigious contemporary craft exhibitions, **SOFA Chicago** showcases sculpture objects and functional art to both wholesale buyers and private collectors.
Contact: Ann Rosen, Business Development Officer, Canadian Consulate General in Chicago, e-mail: chcgo-td@international.gc.ca.
Web site: www.sofaexpo.com

Brno, Czech Republic
October 24-27, 2005
The Canadian Embassy in Prague is offering Canadian companies the possibility to promote their activities through brochures and other promotional material at **INVEX 2005**, the most important international trade show for ICT in Central Europe.
Contact: Martina Taxova, Trade Commissioner, Canadian Embassy in the Czech Republic, tel.: (011-420) 2720-101-862, e-mail: martina.taxova@international.gc.ca.
Web site: www.invex.cz

Cairo, Egypt
December 18-20, 2005
INTERGAS III is the biggest hydrocarbon event in the Middle East and North Africa. This biennial conference and exhibition is a great opportunity for all companies involved in hydrocarbon activities to share knowledge and focus on latest technologies.
Contact: Joseph Tadros, Trade Commissioner, Canadian Embassy in Egypt, tel.: (011-20-2) 794-3110, e-mail: joseph.tadros@international.gc.ca.
Web site: www.infoexport.gc.ca/eg

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